

**LODI CITY COUNCIL  
JOINT CITY COUNCIL MEETING  
WITH THE LODI-WOODBRIDGE WINEGRAPE COMMISSION  
CARNEGIE FORUM, 305 WEST PINE STREET  
WEDNESDAY, OCTOBER 14, 1998  
7:00 A.M.**

1. ROLL CALL

Present: Council Members - Johnson, Land, Pennino and Sieglock (arrived at 7:20 a.m.) (Mayor)

Absent: Council Members – Mann

Also Present: City Manager Flynn, Deputy City Manager Keeter, Economic Development Coordinator Goehring, Public Works Director Prima, Community Development Director Bartlam, Community Center Director Lange, City Attorney Hays and City Clerk Reimche

Also Present from the Lodi-Woodbridge Winegrape Commission – Commissioner Schatz, Executive Director Chandler, Executive Director of Tourism Hansen and Executive Assistant Bender

2. DISCUSSION OF ITEMS OF MUTUAL CONCERN

Lodi-Woodbridge Winegrape Commission Executive Director, Mark Chandler, introduced the new Director of Tourism, Jerri Hansen. A discussion followed with questions being posed by those present regarding the expectations of Mrs. Hansen in this new position.

Mayor Pro Tempore Land indicated that he felt it was very important that there be an accountability to the City Council regarding the work being accomplished under this partnership.

Following a question by Mayor Sieglock, Mrs. Hansen gave an overview of how she envisioned the position.

Council Member Pennino stated that he felt it was important that we elevate our community in this endeavor, and also indicated that he felt it important that the Council be kept informed as to the work being done under this partnership.

Executive Director Chandler spoke about the formation of an oversight committee and the possible make-up of such a committee. Council Member Pennino stated that the City should have a representative from both Hutchins Street Square and the Parks and Recreation Department on this committee.

Mr. Chandler spoke about a number of upcoming events and the fact that a number of tasting rooms are opening in the area.

Council Member Pennino stated that he felt there was a real need for more quality motels in Lodi.

Community Center Director Lange stated that she is excited about this partnership and outlined future events being planned at the square, including a Jazz Festival.

City Manager Flynn indicated the need for the promotion of the proposed Sports Complex. Mr. Flynn also spoke about the importance of community information and amenities being provided to attendees of recreational activities in our community.

Council Member Johnson concurred, indicating that the materials provided should include information for the parents attending these activities as well as the involved youngsters. Mr. Johnson further suggested that such information be placed in the motel room that will be occupied by the attendees.

Mayor Pro Tempore Land stated that he felt it important that events being held at the Lodi Grape and Wine Festival should be included in promotional information being developed.

Mayor Sieglock suggested that thought be given to what a person can do in Lodi for a one-day stay and a three-day stay. He also suggested that any promotional information developed should list the top 50 events in Lodi. The Mayor also stated that he felt it was very important to promote the Hutchins Street Square Performing Arts and Conferencing Center.

The Mayor also spoke about the need for the adoption of an identifiable name of this area to be used in all promotional material such as "Lodi Wine Country".

Following a suggestion by Council Member Johnson, the merits of a Welcome Center were discussed.

Deputy City Manager Keeter informed the group of the City's Web Page and proposed that Mrs. Hansen contact City staff for any assistance she may need in this regard.

Council Member Pennino asked Mrs. Hansen what she expected from the City. She responded in part by saying that she would be most appreciative of the City Council's support and their willingness to act as community feelers as it pertains to her position.

3. ADJOURNMENT

There being no further business to come before the City Council, Mayor Sieglock adjourned the meeting at approximately 8:15 a.m.

ATTEST:

Alice M. Reimche  
City Clerk